

PIZZA_SALES ANALYSIS USING SQL QUERIES

KPI REQUIREMENTS:

1. Total_Revenue:

```
SELECT SUM(total_price) AS Total_Revenue FROM pizza_sales
```

| Result Grid | |
|---------------|------------------|
| Total_Revenue | |
| | 817860.049999993 |

2. Average Order Value:

```
SELECT SUM(total_price)/COUNT(DISTINCT(order_id))  
AS Average_Order_Value FROM pizza_sales
```

| Result Grid | |
|---------------------|--------------------|
| Average_Order_Value | |
| | 38.307262295081635 |

3. Total_Pizza_Sold:

```
SELECT SUM(quantity) AS Total_Pizza_Sold FROM pizza_sales
```

| Result Grid | |
|------------------|-------|
| Total_Pizza_Sold | |
| | 49574 |

4. Total_orders:

```
SELECT COUNT(DISTINCT order_id) AS Total_Orders FROM pizza_sales
```

| Result Grid | |
|--------------|-------|
| Total_Orders | |
| | 21350 |

5. Average_pizza_per_order:

```
SELECT CAST(SUM(quantity)/COUNT(DISTINCT order_id) AS DECIMAL(10,2))  
AS Average_Pizza_Per_Order FROM pizza_sales
```

| Result Grid | Filter Rows: |
|-------------------------|--------------|
| Average_Pizza_Per_Order | |
| 2.32 | |

CHART ANALYSIS:

1. Daily trend for Total orders (Total orders by day of week)

```
1 • SELECT DAYNAME(str_to_date(order_date, '%d-%m-%Y %d/%m/%Y')) as Order_day,  
2 COUNT(DISTINCT order_id) AS Total_Orders from pizza_sales  
3 GROUP BY Order_day  
4 ORDER BY Total_Orders DESC
```

| Result Grid | Filter Rows: | Export: | Wrap Cell Content: |
|-------------|--------------|---------|--------------------|
| Order_day | Total_Orders | | |
| Friday | 3538 | | |
| Thursday | 3239 | | |
| Saturday | 3158 | | |
| Wednesday | 3024 | | |
| Tuesday | 2973 | | |
| Monday | 2794 | | |

2. Monthly trend for total orders (Total orders by month)

```
1 • SELECT MONTHNAME(str_to_date(order_date, '%d-%m-%Y %d/%m/%Y')) as Month_name,  
2 COUNT(DISTINCT order_id) AS Total_Orders from pizza_sales  
3 GROUP BY Month_name  
4 ORDER BY Total_Orders DESC  
5
```

| Result Grid | Filter Rows: | Export: | Wrap Cell Content: |
|-------------|--------------|---------|--------------------|
| Month_name | Total_Orders | | |
| July | 1935 | | |
| May | 1853 | | |
| January | 1845 | | |
| August | 1841 | | |
| March | 1840 | | |
| April | 1799 | | |

3. Percentage of sales by pizza category

```
1 • SELECT pizza_category, CAST(SUM(total_price) AS DECIMAL(10,2)) as total_revenue,  
2     CAST(SUM(total_price) * 100 / (SELECT SUM(total_price) from pizza_sales) AS DECIMAL(10,2)) AS PCT  
3 FROM pizza_sales  
4 GROUP BY pizza_category  
5
```

| | pizza_category | total_revenue | PCT |
|---|----------------|---------------|-------|
| ▶ | Classic | 220053.10 | 26.91 |
| | Veggie | 193690.45 | 23.68 |
| | Supreme | 208197.00 | 25.46 |
| | Chicken | 195919.50 | 23.96 |

4. Percentage of highest sales by pizza size

```
1 • SELECT pizza_size, CAST(SUM(total_price) AS DECIMAL(10,2)) as total_revenue,  
2     CAST(SUM(total_price) * 100 / (SELECT SUM(total_price) from pizza_sales) AS DECIMAL(10,2)) AS PCT  
3 FROM pizza_sales  
4 GROUP BY pizza_size  
5 ORDER BY PCT DESC
```

| | pizza_size | total_revenue | PCT |
|---|------------|---------------|-------|
| ▶ | L | 375318.70 | 45.89 |
| | M | 249382.25 | 30.49 |
| | S | 178076.50 | 21.77 |
| | XL | 14076.00 | 1.72 |
| | XXL | 1006.60 | 0.12 |

5. Top 5 best seller pizza by revenue, total quantity and total orders

Top 5 Pizza by Revenue:

```
1 • SELECT pizza_name, SUM(total_price) AS total_revenue  
2 FROM pizza_sales  
3 GROUP BY pizza_name  
4 ORDER BY total_revenue DESC LIMIT 5  
5
```

| | pizza_name | total_revenue |
|---|------------------------------|---------------|
| ▶ | The Thai Chicken Pizza | 43434.25 |
| | The Barbecue Chicken Pizza | 42768 |
| | The California Chicken Pizza | 41409.5 |
| | The Classic Deluxe Pizza | 38180.5 |
| | The Spicy Italian Pizza | 34831.25 |

Bottom 5 Pizza by Revenue:

```
1 • SELECT pizza_name, SUM(total_price) AS total_revenue
2 FROM pizza_sales
3 GROUP BY pizza_name
4 ORDER BY total_revenue LIMIT 5
5
```

| | pizza_name | total_revenue |
|---|---------------------------|------------------|
| ▶ | The Brie Carre Pizza | 11588.4999999999 |
| | The Green Garden Pizza | 13955.75 |
| | The Spinach Supreme Pizza | 15277.75 |
| | The Mediterranean Pizza | 15360.5 |
| | The Spinach Pesto Pizza | 15596 |

Top 5 Pizza by Quantity:

```
1 • SELECT pizza_name, SUM(quantity) AS Total_quantity
2 FROM pizza_sales
3 GROUP BY pizza_name
4 ORDER BY Total_quantity DESC LIMIT 5
5
```

| | pizza_name | Total_quantity |
|---|----------------------------|----------------|
| ▶ | The Classic Deluxe Pizza | 2453 |
| | The Barbecue Chicken Pizza | 2432 |
| | The Hawaiian Pizza | 2422 |
| | The Pepperoni Pizza | 2418 |
| | The Thai Chicken Pizza | 2371 |

Bottom 5 Pizza by Quantity:

```
1 • SELECT pizza_name, SUM(quantity) AS Total_quantity
2 FROM pizza_sales
3 GROUP BY pizza_name
4 ORDER BY Total_quantity LIMIT 5
5
```

| | pizza_name | Total_quantity |
|---|---------------------------|----------------|
| ▶ | The Brie Carre Pizza | 490 |
| | The Mediterranean Pizza | 934 |
| | The Calabrese Pizza | 937 |
| | The Spinach Supreme Pizza | 950 |
| | The Soppressata Pizza | 961 |

Top 5 Pizza by Total orders:

```
1 • SELECT pizza_name, COUNT(DISTINCT order_id) AS Total_orders
2 FROM pizza_sales
3 GROUP BY pizza_name
4 ORDER BY Total_orders DESC LIMIT 5
5
```

| Result Grid | Filter Rows: | Export: | Wrap Cell Content: |
|-------------|----------------------------|--------------|--------------------|
| pizza_name | | Total_orders | |
| ▶ | The Classic Deluxe Pizza | 2329 | |
| | The Hawaiian Pizza | 2280 | |
| | The Pepperoni Pizza | 2278 | |
| | The Barbecue Chicken Pizza | 2273 | |
| | The Thai Chicken Pizza | 2225 | |

Bottom 5 Pizza by Total orders:

```
1 • SELECT pizza_name, COUNT(DISTINCT order_id) AS Total_orders
2 FROM pizza_sales
3 GROUP BY pizza_name
4 ORDER BY Total_orders LIMIT 5
5
```

| Result Grid | Filter Rows: | Export: | Wrap Cell Content: |
|-------------|---------------------------|--------------|--------------------|
| pizza_name | | Total_orders | |
| ▶ | The Brie Carre Pizza | 480 | |
| | The Mediterranean Pizza | 912 | |
| | The Calabrese Pizza | 918 | |
| | The Spinach Supreme Pizza | 918 | |
| | The Chicken Pesto Pizza | 938 | |